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A Souvenir of Long : Branch

SEVEN MILES FROM Toronto

ON LAKE ONTARIO

The Popular Summer Resort

For the Tourist and Pleasure Seeker

ESTABLISHED : 1843

R. Score & Son

Importing Tailors

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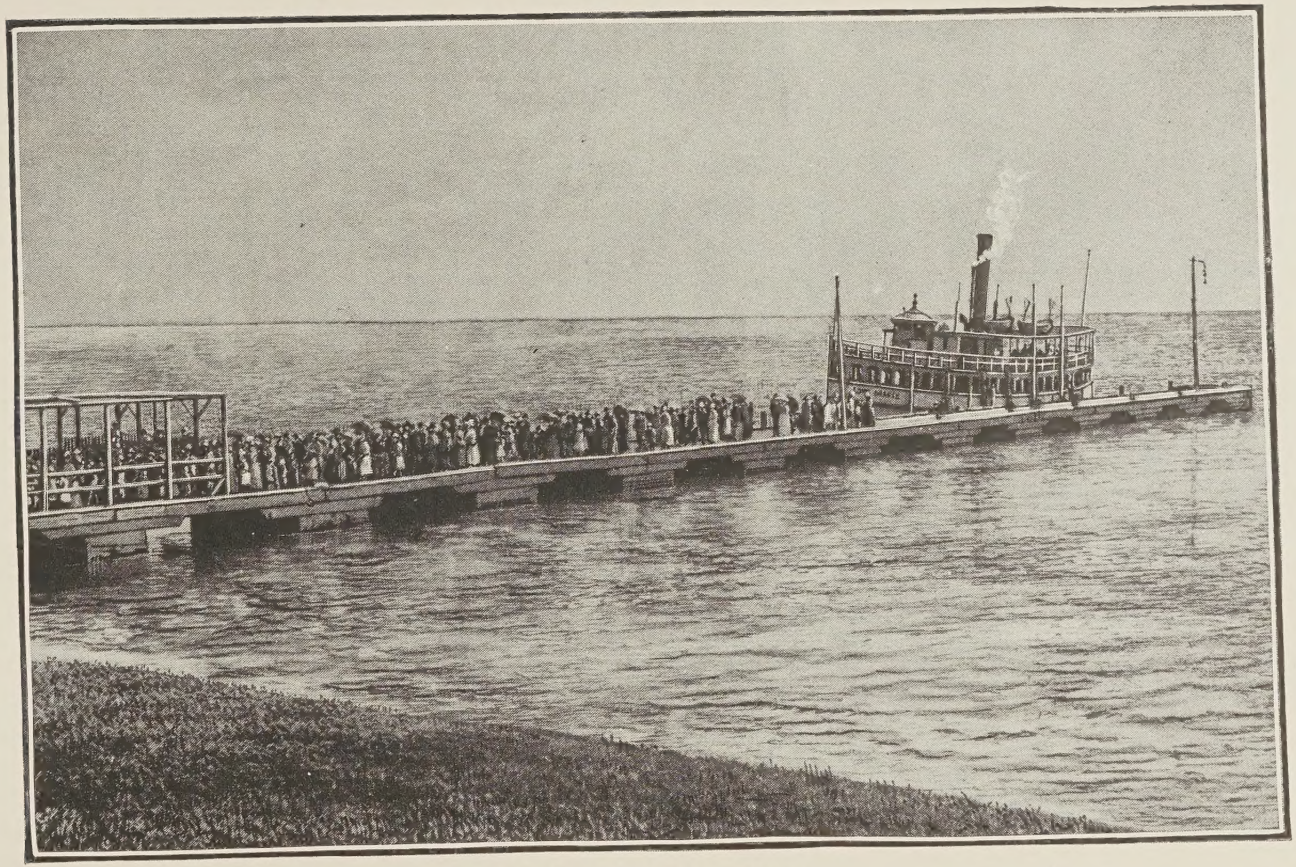
Toronto



LONG : BRANCH : PIER

Richard - Ough - -

- ARCHITECT AND VALUATOR

- 59 - Adelaide - Street - East -

Toronto

♥ ♥

HAVING - designed - and - superintended - the erection - of - all - the - principal - buildings at - Long - Branch, - will - be - pleased - to shew - intending - Builders - Plans - and - Sketches - for all - kinds - of - Summer - Cottages - and - Residences.

Long Branch

- Where - it - is - and - Why - it - was - Selected -

THREE leagues westward of the Queen City, and situate upon shores washed by the sparkling blue waters of Lake Ontario, is the gem of Canadian summer resorts, a point to which Toronto's staid citizens and joyful picnickers, with hundreds from remote parts of the land, wend their way to spend each summer a season of delightful rest and healthful recreation. In fact **Long Branch** has become the synonyme for all that is desirable in the way of a summer resort. The circumstance which led to its inception and subsequent rapid development, as also the attractions now offered, and prospective additions thereto, are simply narrated in these pages.

Its - Inception

MANY ATTEMPTS had been made by speculating individuals to establish a desirable summer resort, easily accessible from Toronto, but each in turn proved a failure, and after a year, or sometimes two, the claimant for popular fame sickened and died, or if still possessed of life, the pulsations were so feeble, and the movements so painful to observe, that pleasure seekers turned their eyes away from the unpleasant sight, and sighed for that which they so longed to find—a place nigh at hand, yet far enough removed from the din and strife of the great city to afford rest —sweet rest. Oh! to find such a spot as that pictured by the Poet's fancy when he wrote of

"THE cool green bowery shade,
Where waters lave the pebbly shore,
Where graceful fern and wild flowers fade,
Beneath their own sweet fragrance o'er and o'er,
And rest, and peace, and joy in quiet stealth,
Flush heart and mind with crowning health."

THAT SUCH a place existed, the organizers of **Long Branch** felt certain. They had watched previous efforts, and, being men of keen observation, had detected the points of failure. They noted specially that the great secret of past lack of success lay in the fact that no point had been selected where incursion on the part of the rougher element could be prevented, and where restrictions provided for in the rules of the enterprise could be enforced. Lacking these essentials, the respectable pleasure-seeking community shunned the aspirants for their patronage, and as a result financial disaster came upon each enterprise in rapid succession. These obstacles *must* be overcome. The advantages must be secured. The comfort and security of the pleasure seeker must be ensured if success is to be attained. To compass this desirable end, the pioneers of **Long Branch** set out on their search, feeling convinced that ere long "Eureka" would be their watchword.

Bingham's Pharmacy

Telephone No.——
Night Clerk - - 100 Yonge Street, Toronto

Open always. Dispensing a Specialty. Physicians' Consulting Parlors.

A Full Line of

- - - Perfumes, Sundries and Toilet Articles - - -

Geo. A. Bingham

LONG : BRANCH : GROVE

M. Staunton & Co. - - -

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Are now showing an entirely new and complete Stock of Wall Hangings, of home and foreign manufacture, consisting of the following extensive grades:

GOLD and EMBOSSED GOLD Papers

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An inspection of our extensive Stock will repay intending purchasers. Skilful workmen sent to any part of the country.

WARE-ROOMS: 4 AND 6 KING STREET WEST

- - - TORONTO - - -

• The - Search •

WITH NOTE and Sketch-Book in hand, with hope in the heart, and with ample funds in the treasury, the party set out. Wending their way along the side of the lake (by the Lake Shore Road), they passed, with a sigh of regret, the neglected public *demesne* known as High Park. A short distance and they glanced at Humber Bay and the sloping banks of the little stream bearing the same name. Once its attractions were great, and some traces of its beauty remained, but alas, the site precluded the possibility of ensuring any security against the thoughtless, the reckless, and perhaps the liquor-heated crowds, who, within easy distance of the city, throng the locality and disturb the rest and peace sought for. On through the Humber Village, with its unpretentious saloons and its beer gardens, its water-front defaced by that which tells of prosperity long since departed, for decay is the lesson learned by its wharfless row of wooden spiles lifting their sun-bleached and storm-worn heads above the now calm waters, and presenting the appearance of a huge skeleton of some extinct marine monster, amid which the waters seem, at the gloaming, to chant a mournful lay over departed greatness.

LEAVING THESE mementoes of the past, the party travel onward, still following the Lake Shore Road, along which in days gone by the regular stage lines carried Her Majesty's mails. On the roadside stand a couple of relics in the shape of old country wayside inns, up to which the restless "stagers" once wildly pranced, and where the early settlers and sturdy yeoman gathered to ogle travellers and swap gossip, taking home a bit of news to enliven the "old woman's" heart, and discuss the same by the light of the tallow dip or crackling logwood fire.

POOR OLD habitations, how strange they look now, as the "iron horse," roaring and shrieking in its wild and sweeping flight, passes a few hundred yards to the rear. How the old curled and warped weather boards shake and tremble, and the moss grown windows seem to rattle forth a spectral melancholy sigh. Still on, past Mimico, where the G. T. R. Suburban Service (up to the present time) has ended in the hopeless hope of seeing the enterprise of this prettily Indian-named expanse of treeless fields rise to greatness. Alas, nature failed to crown the spot with "glorious shade," and native enterprise has basked (or baked) for a quarter of a century in the sun. It has become the site of a noble and much-needed Reformatory School, but no reformation is noticable (if indeed it be practicable) toward making it a place of beauty and a joy for the summer.

ABOUT TWO miles beyond the westerly limit of Mimico, and extending towards the Lake, is seen towering above the varied landscape the stalwart giants of a forest grove, with their lofty branches waving to and fro, like great arms, beckoning towards their primeval shades. Here surely must be the haven longed for by the Searchers.

Toronto Temple of Music

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Piano ✣ and ✣ Organ ✣ Metropolis

- - OF CANADA - - -

THE MOST EXTENSIVE WARE-ROOMS AND ALWAYS
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American and Canadian Pianos and Organs

IN THE DOMINION

- - - PIANOFORTES - - -

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"For Ladies.—Their Piano Parlor is a *perfect Boudoir* for Ladies."—*Globe, Dec. 3, 1887.*

"The Dominion Pianos and Organs have made the name of our country famous."—*Hon. E. Foster.*

"Their instruments obtained the very highest position at the Antwerp International Exposition, Germany."—*Sir Charles Tupper.*

- - - ALL ORGANS CONTAIN FOLEY'S AUTOMATIC PEDAL COVER, THE GREATEST OF MODERN INVENTIONS. - - -

J. S. Powley & Co.

68 King Street West - - TORONTO, ONT.

HOTEL, : LONG BRANCH

Canada's High-Class Pianofortes ◆ ◆ ◆

"The Mason & Risch Piano is Excellent, Magnificent, Unequalled. Its Tone, Touch and Mechanism are perfect, and entitled to the Highest Praise."—The late Dr. Franz Liszt.

How thoroughly the MASON & RISCH PIANOS *won encomiums from the highest musical authorities in Europe, the following letter from HERR FRANZ LEIDERITZ, formerly Director of the Opera, Leipzig; now Conductor of the Celebrated "Wagner Orchestral Concerts," London, England, is submitted:*

(Translation) London, July 19, 1886.

Messrs. Mason & Risch,—

Gentlemen—I was agreeably surprised, on my recent visit to the "Colonial and Indian Exhibition," to meet with such excellent Pianofortes as you have there on exhibition.

The taste displayed in the Cases, and the finish of the workmanship is in every respect perfect, and commands the admiration of all who see them. As for material, I will let your richly wooded country, Canada, answer.

A skilful Musician, with artistic perceptions, alone knows how to appreciate the value of a good instrument, such as yours, and how important it is to the success of his performance. How often do we admire the effect of a performance, and overlook to what extent the instrument has contributed to the result. No wonder then, that that expert of all experts in such matters, the late Dr. Franz Liszt, should have honored you in terms so flattering.

After the opinion of an authority so high, there remains little for other Musicians but to tender you congratulations and best wishes for your continued success.

FRANZ LEIDERITZ.

MASON & RISCH, 32 King St West, TORONTO.

N.B.—A large assortment of Pianos and Organs on hand, specially suitable for Rent.

• Found - at - Last •

WITH EAGER steps they bound forward, each desiring to be first to enter the land. Soon they find themselves in the great grove, and amid the cooling and aromatic breezes from odorous Balm-of-Giliad, Spruce and Pine, they tripped lightly along, inhaling the fragrance of the tea-berry, the lilly, and a hundred little wild flowers hiding beneath the fallen leaves and nodding ferns. O'er head, the startled Squirrels were leaping from branch to branch, chattering hide and seek around the tree trunks, daring them to mirth and sport. The song of birds, the twitter of their young; the quick scented and suspicious Crow sounding its loud call of warning, and the grand flight of the beautiful plumaged Eagle from its eyre in the forest's loftiest pines, all spoke of nature, grand and calm, bright and gay, but restful, as the blue lapping water of the great Lake, which mingled its murmuring cadence with the music of the rustling leaves. The prospectors had found a veritable El Dorado, a Canadian Arcadia !

• Preparation - and - Progress •

ONE YEAR later, busy workmen might have been seen drawing timber from the anchored craft, abreast of the great grove, and a hundred incessant toilers, busy with axe and saw, hammer and plane. could be seen by the passing boatmen. Each day witnessed the growth of breastwork, pier and promenade along the shore, while in the groves was quickly rising the outline structures of Hotel, Arbors, Pavilions, Cottages and Châlets, which towards the end of the summer presented a fairly *completed appearance* for the opening spring.

• Provisions - for - Comfort - and - Safety •

THE SUMMER of 1887 saw broad avenues opened through the grove, and an elegant Hotel of original and unique design, with Japanese balconies and Pagoda towers, gracing the back-ground of the Lake front lawn. The site has been happily chosen, and looks out upon the pretty promenade extending along the whole front of the grove at the water's edge. The Hotel is embowered amid towering pines and other trees, while shrubs of endless variety adorn an exquisite plot in the upper centre of the grove, from which drives and walks radiate in different directions It seems to have been the aim of the architect to erect a lovely home in the woods, where should mingle the balsamic odors from the pine and ozone of the Lake. At a glance, indeed, one can see that fresh air and brightness may enter and chase each other over every part of the home. Great pains have been taken that no impurities shall arise to counteract the aggregation of good things arrived at, as the freshest of Lake Ontario water is forced into a reservoir on top of the hotel, and a *sanitary system of plumbing* has been carried into effect that instantaneously sweeps into the Lake all sewage matter and leaves not the slightest vapor or odor behind. **Hotel Long Branch** is lighted by electricity, has electric bells and speaking-tubes in every room, and a private telephone wire to Toronto.

◆ ◆ Nasmith's ◆ ◆

THE - PLACE - TO - GET - YOUR - PICNIC - LUNCH - GOODS

- - - Cor. Jarvis and Adelaide Streets - - -

BRANCH SHOPS AND LUNCH COUNTERS: 51 King Street West, and 53 King Street East

- SANDWICHES, : MEAT : PIES, : SAUSAGE : ROLLS, : ETC. - - -

FRESH Buns, Rolls and Pastry | DAILY.

CAKE : IN : LARGE : VARIETY : AND : OF : FINEST : QUALITY, RICH AND PLAIN

- - Picnic - Lunch - Boxes - -

A SPECIALTY. TRY ONE!

Goods carefully packed in Boxes, 15 cents, 30 cents, and 50 cents, to suit purchasers.

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Artistic Furniture - - - and Interior Work

Fine Cabinet and Upholstery Work a Specialty.

We use only first-class Materials and Guarantee Satisfaction.

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Rates and Terms of Board

BY THE DAY, TRANSIENT	$2.50
BY THE WEEK	$10.00 to $15 00

SPECIAL RATES given to Families for the Season, or to Cottage Owners on the Grounds. In order to prevent over-crowding during the height of the season, when excursion parties visit for a day, an outside dining room has been provided, capable of seating 300 persons, which can be served from the regular steam carving table of the hotel.

NEAR BY is the Engine House, containing a forty horse-power engine of the most scientific construction, which furnishes power to an Electric Dynamo of similar reserve, sending forth the life-light into numerous Electric Lamps that hang about the park, turning the gloom of approaching night into the radiant softness of the silvery moon's sweet light, and lending to the sparkling fountain and the rippling waves the life-like sparkle of a shower of stars.

HERE is to be found the great Suction and Forcing Pump, drawing the pure water from the Lake onward to the filter reservoir, and forcing it up to serve the Fire Hose, the Hotel, Lawn, Park and Fountains.

Pleasure and Recreation

A GRAND PAVILION of artistic design, outline and finish, with spacious hardwood floors and shady porticoes; a Coney Island Carousal of handsome design, with its strange and handsomely caparisoned figures of birds and animals, on which the many children may ride in glorious rollicking delight, accompanied by the strains of the invisible pipe organ.

BATHING

CAN BE indulged in with safety and comfort, as the water is quite shallow for a long way out, and the bottom level. A number of bathing houses and bathing suits have been provided, for ladies, gentlemen and children, and every attention is paid to the wants of bathers.

BOATING

THIS DEPARTMENT will be under the Company's management, and there will be new, safe and comfortable boats constantly on hand. Racks are also provided in the new boat house, for hire, so that cottage owners and other residenters may be accommodated.

THE NEW WATER TOBOGGAN SLIDE

THE FIRST in Canada, will afford amusement and recreation both for bather and onlooker. (See illustration back of Cover.)

CYCLING

THIS DELIGHTFUL out-door exercise will be under the direction of Mr. JOHN ORCHARD, of 18 King Street East, Toronto, sole agent in Canada for Starley Bros. (Coventry, England), manufacturers of the "Psycho" Bicycles and Tricycles. He will have on hire a number of machines, for ladies, gentlemen and children, and will give all needed instruction in their use.

Wheaton & Company

17 King Street West, Cor. Jordan

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MADE TO ORDER

IMPORTERS OF

Men's Fine Furnishing Goods

For Summer Wear - - -

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Tennis and Lounging Coats,

Pants and Shirts.

A Very Large Assortment of Materials to Choose From.

Fine Goods in all Lines.

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MANUFACTURER OF

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HORSE AND WAGGON COVERS

LIFE PRESERVERS

TENTS - TO - RENT : : : :

Different Grades of Canvas
Always on Hand.

Hoist and Wire Ropes Spliced

157 King Street East

TORONTO, ONT.

• Amusements • and • other • Points • of • Interest •

LAWN TENNIS! LAWN BOWLING! CROQUET! ARCHERY! QUOITS! BASE BALL! LACROSSE! SWINGS!

IN AND AROUND **Long Branch** are many pleasant nooks and places of interest, which will delight the tourist and pleasure-seeker. On the west of **Long Branch**, a short distance, runs the Etobicoke River, where canoeing, fishing and exploring its picturesque formation of conglomerate rocks, which at first sight only attract the eye from their peculiar formation, but when broken with a hammer disclose a mass of silicified shells, and occasionally many are found of rare beauty and worth. The student, interested in nature's doings, will find here a pleasant occupation in hunting among those rocks for rare specimens of the work of many centuries.

THE MAIN or old coach road between Hamilton and Toronto, in the vicinity of **Long Branch**, is delightful for riding or driving on. The by-ways also reveal to those reared and educated in cities a strange, fantastic sight, and lead to many a sequestered spot of unique beauty.

• To • Prospective • Residents •

BEYOND THE ten acres of picnic grounds are about 250 choicely wooded villa lots, upon several of which elegant, pretty and artistically designed cottages have risen along the shore front, and on many of the avenues peeping from behind or beneath the foliage of the grove. The roads and avenues through this part of the property are sixty feet wide, the lots being about fifty feet front by 100 to 150 feet in depth, the greater part being beautifully wooded with pine, maple, beech, birch and elm of medium and natural growth and luxurious foliage.

FOUNTAINS, LAWNS, gravel walks, swings, tennis and croquet lawns, shady seats and bowers, all lend evidences of quiet pleasures and healthful exercise, but best of all a great high iron bound fence has been erected, surrounding the seventy five acres of grove, excluding the unwelcome and at once preserving the dwellers and visitors from any intrusion from those not governed by the rules and management of the Park.

IN THE conditions governing the **Long Branch** Summer Resort property, and the control exercised over it, is to be found one of the main sources of the success which has tended to make this delightful retreat popular, and which will give to it that permanency, the faith in which has induced so many to purchase sites and build for themselves safe and quiet summer houses.

DURING THE past summer the favorite steamers of the **Long Branch** Summer Resort carried over 50,000 children and pleasure seekers to its shores, and when the fact is known that intoxicating beverages and all the elements of roughness are forbidden entrance to the grounds at all times, and that the restful worship of the Sabbath is observed with absolutely closed gates and silent shores, it can be readily understood why those who resided there last summer spoke so highly of this retreat, and why so many new cottages have already this year sprung up amid the leafy bowers of **Long Branch** Grove.

The Temperance and General Life Assurance Co.

Incorporated by Special Act of Parliament.

Full Government Deposit.

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22 to 28 King St. West

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HON. GEO. W. ROSS
Minister of Education, President

H. O'HARA
Managing Director

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Assurance at very reasonable rates.

The ACTUAL BENEFIT of their Superior Longevity, to Total Abstainers.

Assurance with fresh Selected Lives.

A Choice between all the sound Plans and Methods of Assurance known.

IF YOU WOULD BE SAFE, AND IN A SOUNDLY AND ECONOMICALLY MANAGED COMPANY - - - - - - - - - -

Insure in it Now

Insure in The Canadian Accident Assurance Co. - - H. O'HARA, Managing Director.

Special Advantages given to Total Abstainers.

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ARTISTICALLY DESIGNED, IN GREAT VARIETY
ADMIRABLY ADAPTED TO GENERAL WANTS
AT PRICES THE LOWEST POSSIBLE TO BE SOLD FOR

: : : : Suitable : for : the : Cottage : or : the : Mansion : : : :

- - - - AT - - - -

- - - *Stewart's - Warerooms* - - -

341 YONGE STREET, Cor. Gould

Inspection no intrusion, so call before investing. You are welcomed. ∴ ∴ ∴ ∴ ∴ ∴

How to Get There

OWING TO the very much larger number of visitors during the past year than was expected the first season, the Company has placed on the line of service their large and commodious steamer Rupert, which will ply regularly between the City and **Long Branch**, and the experience of a trip cannot be better related than has been done by one who has availed himself of the delightful opportunity. He writes :

"IT WAS just seven o'clock as I got on board the **Long Branch** Steamer, at the foot of Yonge Street, and watched the large lake steamers Chicora and Empress, then just swinging from their docks for their routes to Port Dalhousie and Niagara.

"THE BUSY throng of workers in shops and factories were hurrying to their many duties, some bright and happy, others care-worn and fatigued. They to spend the day in the close shops and factories, I on the steamer's deck about to inhale the freshness of the lake breeze and enjoy the cooling shades of **Long Branch** Grove.

"MOVING GRACEFULLY from her moorings, our gallant vessel glided outward upon the rippling waters of the bay, the little wavelets responding to a gentle breeze, while the shadows of the Island hotels were cast athwart the waters by the rays of the rising sun.

"THE TRIP along the bay was one of continued interest. Southward beyond the Island, home of the erst-while champion Ed. Hanlan, rolled the mighty inland sea, while to the west an endless panorama of huge mercantile, ecclesiastical, governmental and manufacturing establishments raised their lofty walls, spires or chimneys. In the near foreground the rumbling trains and heavily laden cars tell of prosperity unbounded, while still closer to us, and even surrounding us, are a fleet of vessels, and hundreds of pleasure boats, amid which our cautious pilot steers his vessel with unfailing skill, while the ready response of the steamer to the helmsman's touch suggests a living knowledge of that required of her.

"NOW THE salutatory whistle of a passing steamer draws attention shoreward ; there stands the Old Fort, with its stone clad banks and ancient-looking barrack buildings ; the Exhibition Park, with its crystal palace; Fort Rouille ; Parkdale, with its pretty villa residences and mansion homes ; the sweeping course of the Humber Bay, its sandy shore and old waving elms shading the Lake Shore Road, and behind, the flying train of the morning Chicago Express shooting swiftly past hill and dale of High Park and the Humber Bridge, on its way *via* **Long Branch** and Hamilton ; moving from this onward the green bluff shores, with clumps of shady trees, country homes and farm houses, extending from Mimico to **Long Branch**, makes the sail from Toronto to **Long Branch** certainly the most pretty and delightfully varied out of Toronto Harbor. We now reach the pier at **Long Branch**, and received the welcome of waving handkerchiefs and shouts of 'Ship-a-Hoy,' 'Heave too, there,' and other merry expressions of the waiting cottagers, who were to take the return boat for the city. I could not help remarking to our Captain 'This has been one of the most enjoyable morning sails !' 'You should spend the day at **Long Branch** and wait for the evening trip home, to see the enjoyment of others,' said the Captain."

AS WE have already stated, the Company's steamers carried over 50,000 pleasure seekers to **Long Branch** during the past season, and it is expected now that the Grand Trunk Railway has decided to erect a station opposite the Park gates, and stop their trains, that a very much larger number will visit **Long Branch** the coming season.

Elias Rogers & Company

BEST QUALITY

- - COAL : AND: WOOD

LOWEST PRICES

BRANCH OFFICES

409 Yonge Street - 765 Yonge Street
552 Queen Street West - 244 Queen Street East

YARDS AND BRANCH OFFICES

Cor. Esplanade and Princess Streets
Esplanade Street, near Berkeley Street
Bathurst Street, nearly opposite Front Street

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Toronto, Ont.

IDLE WYLD COTTAGE

Scroll Sawing, Turning and Shaping - - -

: - Wm. Simpson Builder

Manufacturer of Doors, Sashes and Blinds

Summer Cottages a Specialty

312 and 314 Queen Street West Toronto, : Ontario

FOLLOWING will be found quotations from some of the many letters received, bearing testimony to the merits and advantages of this DELIGHTFUL SUMMER RESORT:

The REV. HUGH JOHNSTON, Pastor of the Carleton Street Methodist Church, writes:—

Who could say anything else of Long Branch, than, excellent location, energetic management, healthy, social surroundings; in short, everything that a summer resort should be.

The REV. JOHN BURTON, Pastor of the Northern Congregational Church, although but an occasional visitor, was able to see and appreciate the results of the efforts made by the Long Branch Summer Resort Company, and thus describes his experience:—

The distance of Long Branch from the City admits of ready and rapid transit to and fro, while affording a truly country air and quiet. Its situation is high, and being on the lake shore is cool, being well wooded is shady. The country around is one of well cultivated farms, and you have been fortunate in securing one of the few remaining portions of virgin wood and soil. The buildings on the ground are sightly, the hotel most pleasantly situated and well fitted. Judging from what has been done in one short season I can venture to say, that, should the same energy and oversight be continued, Long Branch will be a summer resort for household, visitors, excursions, and camping grounds for young men; pleasant, healthy, restful, with a moral tone that ensures safety. You have my hearty concurrence in the enterprise, and I trust that your endeavors to provide an unexceptionable summer retreat will be favored with abundant success.

The following letter cannot be read without inspiring a desire to go, see and enjoy:-

T. J. WILKIE, ESQ.,
Manager Long Branch

DEAR SIR,— Toronto, March 7th, 1888.

Two months' residence at Long Branch last summer charmed me with the place. My wife and I are anxiously waiting for the summer, that we may return. The proximity of Long Branch to the City, with good steamboat service, offers the advantages which city residence affords for business, combined with those of residence at a summer resort for health and pleasure. We found it cool and pleasant in the extreme heat of summer, and entirely free from that pest of many resorts—the mosquito. Enjoyable as were the six days of the week, they were forgotten in the calm rest and quiet of the Sabbath; the very atmosphere seemed to breathe peace to the soul. Our Service in the Pavilion in the morning and Sunday School in the afternoon were all that were needed to make our Sabbath an ideal day of rest.

Of the grove, lawns, avenues, pavilion, fine hotel, and other attractions for casual visitors, I can only say if one is to believe the general expression he daily hears from these visitors, then the above must be nearly all that could be desired. For myself, I want no more pleasant place to reside during the summer than at Long Branch.

I remain, yours truly,

F. B. ALLAN.

GENUINE INDIAN TEAS

Celebrated throughout the "Old Country" for

Purity! Strength! Flavor!

Price 65c. to 75c. per lb.

"PUBLIC OPINION" says: These Teas, when fully drawn, possess ROBUST STRENGTH and INVIGORATING INFLUENCES, surpassing all TEAS in the open market.

TO BE HAD ONLY OF

The - Great - Dominion - Tea - Company

228 Yonge Street, Toronto (RIGHT OPPOSITE SHUTER)

--- EXCLUSIVE - TEA - AND - COFFEE - DEALERS ---

Following will be found quotations from some of the many letters received, bearing testimony to the merits and advantages of this DELIGHTFUL SUMMER RESORT:

GEO. MACDONALD, Esq., Barrister, who with his family spent last summer at this charming watering place, sends us the following:—

THOMAS J. WILKIE, ESQ.

61 Adelaide Street East.

DEAR WILKIE,— Toronto, April 12th, 1888

I can only speak of Long Branch from the position of a resident and house owner. In my opinion it is eminently adapted to the requirements of business and professional men. Its proximity to the city, its beauty of location, its ease of access, its wealth of trees and shrubs, its strict sanitary and temperance regulations, with the restrictions placed by the management to secure a quiet Sabbath, ought to make it indispensible to the people of Toronto, and a desirable and popular residence resort for everybody.

Yours truly,

GEO. MACDONALD.

A. J. SOMERVILLE, Esq., President of the Ontario Lead and Barb Wire Company of this City, one of the many cottagers, in a letter to us says:—

I have much pleasure in stating that after a summer residence at Long Branch I am more than pleased with my investment, and my family look forward with pleasure to their return again this summer. My children were greatly benefitted by the pure air and water. Its close proximity to the City enabled me to enjoy with them much of the benefit, which I could not have done had the distance been greater, and the sail to and from the Branch was not the least part of the pleasure. Leaving the Branch at 8 o'clock in the morning I was in my office at 9, refreshed by the delightful sail. I know of no other place near Toronto so desirable as a summer resort, it is far enough west to be away from the impure water of the Bay, and still within easy driving distance of the City. Its many advantages as a family summer resort have only to be brought before our citizens to make it popular, and I feel sure when it is once known that you will not have lots enough to supply the demand. Adhere strictly to your rules, and make it what you intended it to be, a "Model Summer Resort."

The following is the opinion of REV. PROF. GREGG, of Knox College:—

Long Branch is situated at a convenient distance from Toronto, in a healthy position and in a good neighborhood. Within the limits of this pleasant summer resort no intoxicating liquors are allowed to be bought or sold, and although during my residence there last summer I saw thousands of visitors I did not notice one person under the influence of strong drink. I was particularly pleased with its quiet Sabbaths, undisturbed by the arrival of steamboats or other public conveyances. Religious services, including preaching and Sabbath School instruction, were regularly held in the pavilion, and these were well attended.

HARRY ENGLISH, Esq., one of Toronto's well-known citizens, writing of Long Branch, says:—

It affords me a great deal of pleasure to add my testimony in favor of your delightful summer resort, in which with my family I had the privilege of residing last season, and where I hope to spend the coming summer. The able management is all that could be desired. The beautiful grounds, lying close to the City, with their high bluffs and shady grove, affording a most healthful and pleasant summer home. The splendid hotel accommodation, the great number of handsome cottages which adorn the grounds, the fine lawns, the grand bathing and boating privileges, fine water works service, the spacious pavilions, grounds and buildings lighted by electricity, the splendid steamboat service, the quiet Sabbaths, the Church and Sunday School advantages, being everything that could be desired to make it a resting place for the business man; while its facilities as a resort for Sunday School pic-nics, private excursion parties, etc., cannot be surpassed. In short, to all desiring a pleasant family home during the heated term, and especially those business men who cannot spend weeks away from the City in quest of fresh air, Long Branch being only 45 minutes' sail from Yonge Street, affords with its many attractions a boon which cannot be overrated.

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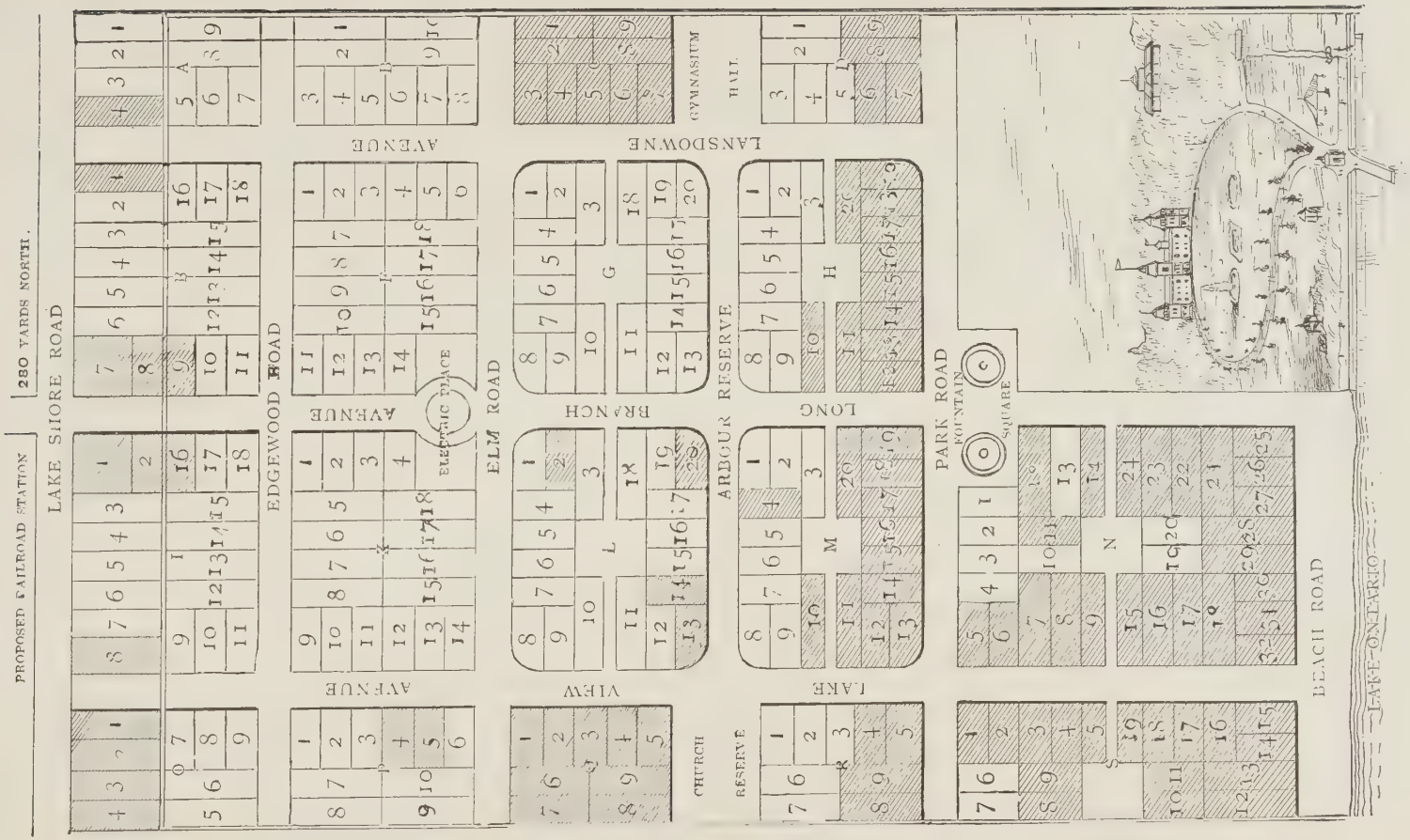

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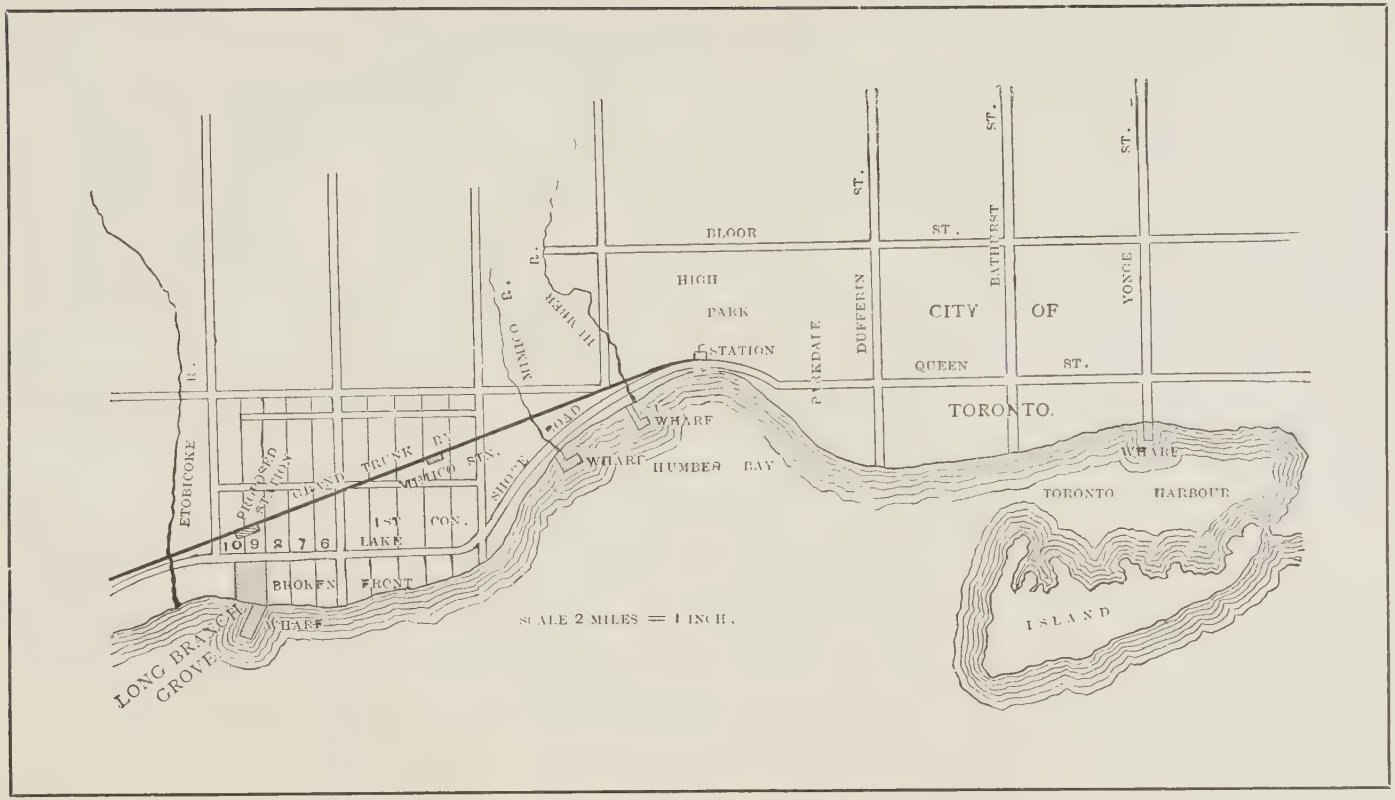

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